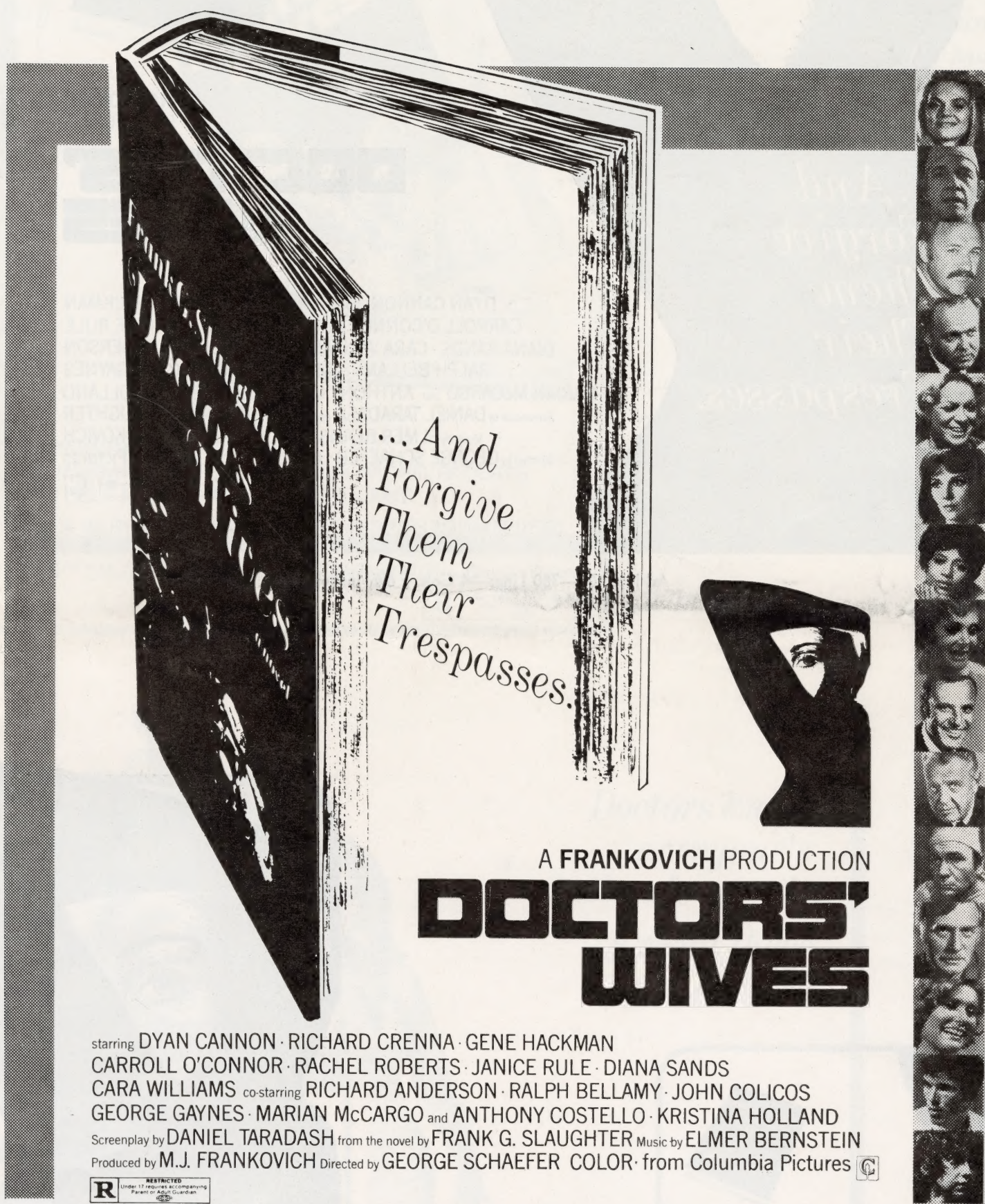


ADVERTISING AIDS



...And Forgive Them Their Trespasses.

A FRANKOVICH PRODUCTION

DOCTORS' WIVES

starring DYAN CANNON · RICHARD CRENNAN · GENE HACKMAN
 CARROLL O'CONNOR · RACHEL ROBERTS · JANICE RULE · DIANA SANDS
 CARA WILLIAMS co-starring RICHARD ANDERSON · RALPH BELLAMY · JOHN COLICOS
 GEORGE GAYNES · MARIAN McCARGO and ANTHONY COSTELLO · KRISTINA HOLLAND
 Screenplay by DANIEL TARADASH from the novel by FRANK G. SLAUGHTER Music by ELMER BERNSTEIN
 Produced by M.J. FRANKOVICH Directed by GEORGE SCHAEFER COLOR from Columbia Pictures

R RESTRICTED
 Under 17 requires accompanying
 Parent or Adult Guardian

Ad No. 402—500 Lines—4 Cols. x 9 Inches

Also Available as Ad 502—785 Lines—5 Cols. x 11¼ Inches

CAMPAIGN A



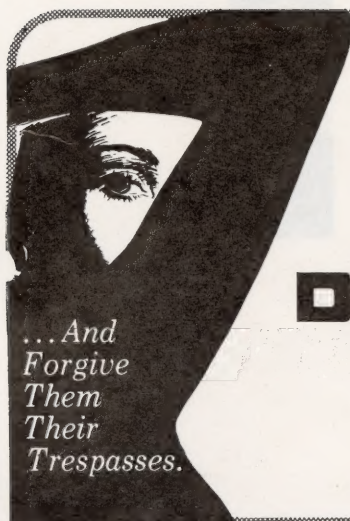

A
FRANKOVICH
PRODUCTION

DOCTORS' WIVES

starring
DYAN CANNON · RICHARD CRENNAN · GENE HACKMAN
CARROLL O'CONNOR · RACHEL ROBERTS · JANICE RULE
DIANA SANDS · CARA WILLIAMS co-starring RICHARD ANDERSON
RALPH BELLAMY · JOHN COLICOS · GEORGE GAYNES
MARIAN McCARGO and ANTHONY COSTELLO · KRISTINA HOLLAND
Screenplay by DANIEL TARADASH from the novel by FRANK G. SLAUGHTER
Music by ELMER BERNSTEIN Produced by M.J. FRANKOVICH
Directed by GEORGE SCHAEFER · COLOR · from Columbia Pictures

R RESTRICTED
Under 17 requires accompanying
Parent or Adult Guardian

Ad No. 401—380 Lines—4 Cols. x 6¾ Inches




A FRANKOVICH PRODUCTION

DOCTORS' WIVES

COLOR · from Columbia Pictures

R RESTRICTED
Under 17 requires accompanying
Parent or Adult Guardian

Ad No. 203—76 Lines—2 Cols. x 2⅝ Inches



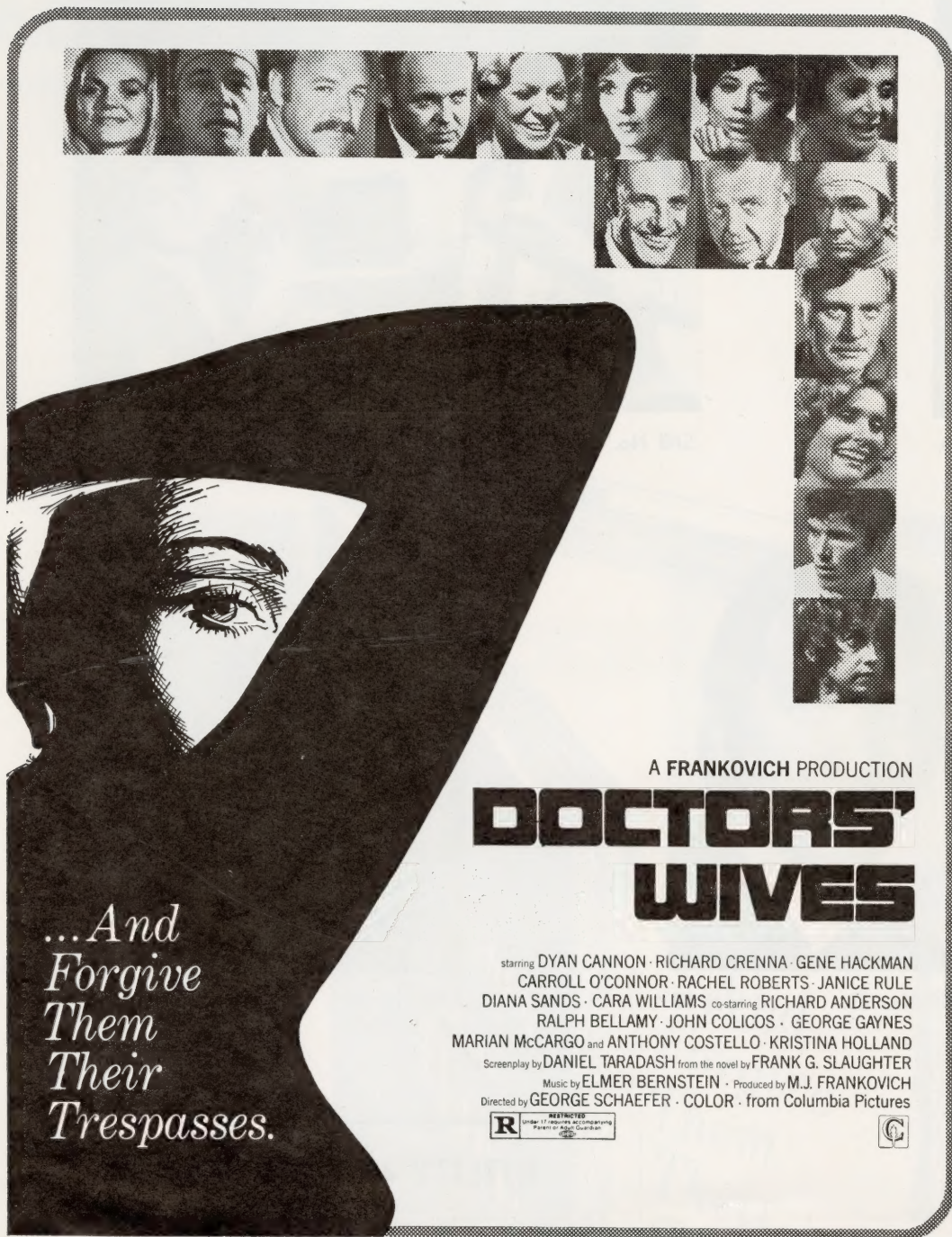

A FRANKOVICH
PRODUCTION

DOCTORS' WIVES

starring DYAN CANNON · RICHARD CRENNAN · GENE HACKMAN
CARROLL O'CONNOR · RACHEL ROBERTS · JANICE RULE · DIANA SANDS
CARA WILLIAMS co-starring RICHARD ANDERSON · RALPH BELLAMY · JOHN COLICOS
GEORGE GAYNES · MARIAN McCARGO and ANTHONY COSTELLO · KRISTINA HOLLAND
Screenplay by DANIEL TARADASH from the novel by FRANK G. SLAUGHTER Music by ELMER BERNSTEIN
Produced by M.J. FRANKOVICH Directed by GEORGE SCHAEFER · COLOR · from Columbia Pictures

R RESTRICTED
Under 17 requires accompanying
Parent or Adult Guardian

Ad No. 202—200 Lines—2 Cols. x 7⅛ Inches



...And Forgive Them Their Trespasses.

A FRANKOVICH PRODUCTION

DOCTORS' WIVES

starring DYAN CANNON · RICHARD CRENNAN · GENE HACKMAN
CARROLL O'CONNOR · RACHEL ROBERTS · JANICE RULE
DIANA SANDS · CARA WILLIAMS co-starring RICHARD ANDERSON
RALPH BELLAMY · JOHN COLICOS · GEORGE GAYNES
MARIAN McCARGO and ANTHONY COSTELLO · KRISTINA HOLLAND
Screenplay by DANIEL TARADASH from the novel by FRANK G. SLAUGHTER
Music by ELMER BERNSTEIN · Produced by M.J. FRANKOVICH
Directed by GEORGE SCHAEFER · COLOR · from Columbia Pictures

R RESTRICTED
Under 17 requires accompanying Parent or Adult Guardian

C

Ad No. 301—300 Lines—3 Cols. x 7 1/8 Inches

...And Forgive Them Their Trespasses.



A FRANKOVICH PRODUCTION

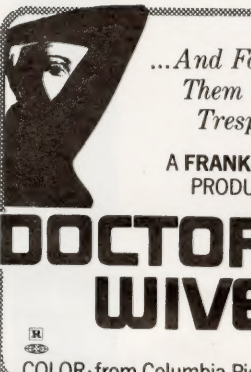
DOCTORS' WIVES

R RESTRICTED
Under 17 requires accompanying Parent or Adult Guardian

COLOR from Columbia Pictures

Ad No. 101—56 Lines
1 Col. x 4 Inches

...And Forgive Them Their Trespasses.



A FRANKOVICH PRODUCTION

DOCTORS' WIVES

R RESTRICTED
Under 17 requires accompanying Parent or Adult Guardian

COLOR from Columbia Pictures

Ad No. 102—28 Lines
1 Col. x 2 Inches

A FRANKOVICH PRODUCTION

DOCTORS' WIVES

R RESTRICTED
Under 17 requires accompanying Parent or Adult Guardian

COLOR from Columbia Pictures

Ad No. 103—15 Lines
1 Col. x 1 1/8 Inches



...And forgive them their trespasses.

A FRANKOVICH PRODUCTION

DOCTORS' WIVES

Screenplay by DANIEL TARADASH from the novel by FRANK G. SLAUGHTER
Music by ELMER BERNSTEIN · Produced by M.J. FRANKOVICH
Directed by GEORGE SCHAEFER · COLOR · from Columbia Pictures

R RESTRICTED
Under 17 requires accompanying Parent or Adult Guardian

C

Ad No. 201—100 Lines—2 Cols. x 3 5/8 Inches

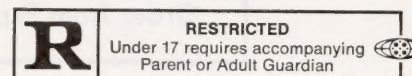


APPROVED

All advertising in this pressbook, as well as all other advertising and publicity materials referred to herein, has been approved under the standards for Advertising of the Code of Self-Regulation of the Motion Picture Association of America. All inquiries on this procedure may be addressed to:

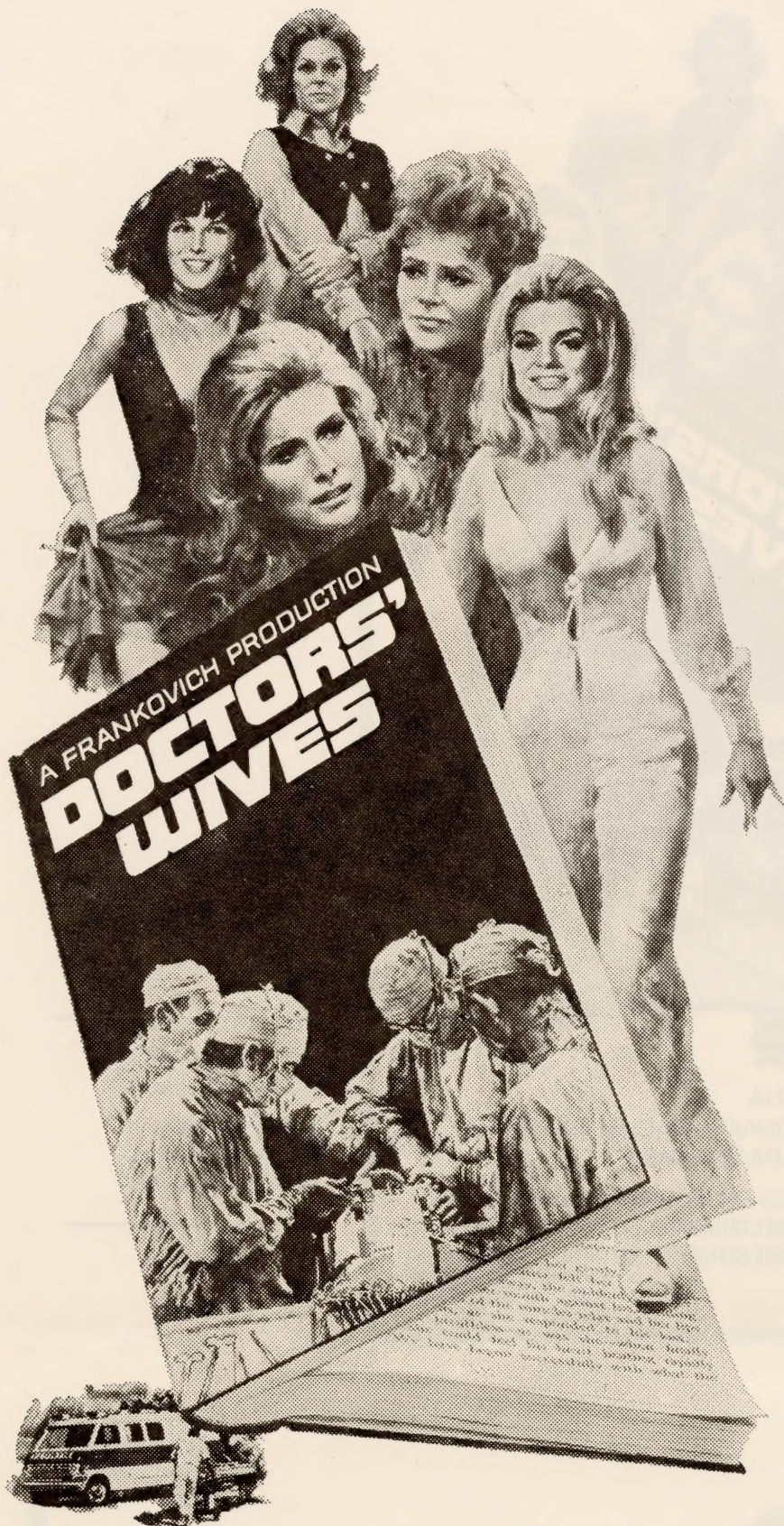
Director of the Code for Advertising
Motion Picture Association of America
522 Fifth Avenue, N. Y., N. Y. 10036

This picture has been rated:



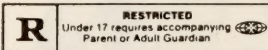
*Doctors know
everyone's
intimate secrets.*

*Except those of
their wives.*



starring
DYAN CANNON · RICHARD CRENN · GENE HACKMAN
CARROLL O'CONNOR · RACHEL ROBERTS
JANICE RULE · DIANA SANDS · CARA WILLIAMS

co-starring
RICHARD ANDERSON · RALPH BELLAMY · JOHN COLICOS · GEORGE GAYNES · MARIAN McCARGO
and ANTHONY COSTELLO · KRISTINA HOLLAND · Screenplay by DANIEL TARADASH from the novel by FRANK G. SLAUGHTER
Music by ELMER BERNSTEIN · Produced by M.J. FRANKOVICH · Directed by GEORGE SCHAEFER · COLOR · from Columbia Pictures



CAMPAIGN B

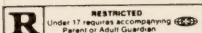
Ad No. 405—600 Lines
4 Cols. x 10¾ Inches

e stories.



starring
DYAN CANNON · RICHARD CRENN
GENE HACKMAN · CARROLL O'CONNOR
RACHEL ROBERTS · JANICE RULE
DIANA SANDS · CARA WILLIAMS

co-starring
RICHARD ANDERSON · RALPH BELLAMY · JOHN COLICOS · GEORGE GAYNES
MARIAN McCARGO · and ANTHONY COSTELLO · KRISTINA HOLLAND
Screenplay by DANIEL TARADASH from the novel by FRANK G. SLAUGHTER Music by ELMER BERNSTEIN
Produced by M.J. FRANKOVICH · Directed by GEORGE SCHAEFER · COLOR · from Columbia Pictures

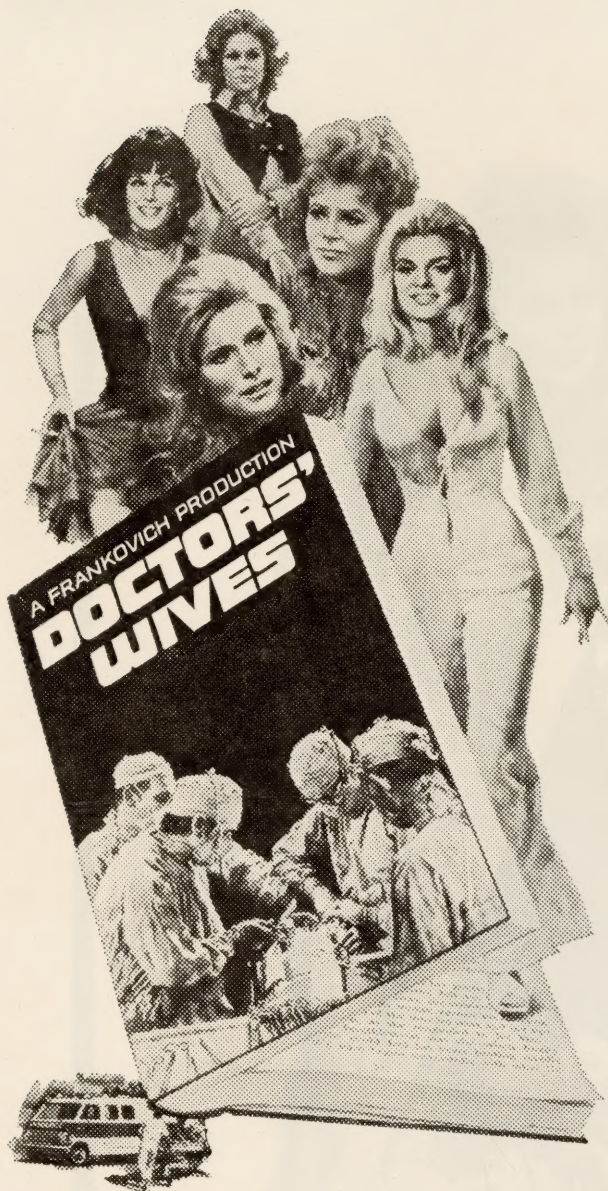


Ad No. 200—50 Lines—2 Cols. x 2 Inches

Ad No. 305—201 Lines—3 Cols. x 4¾ Inches

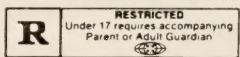
*It started out
as five
love stories.*

*It didn't end
that way.*



starring
DYAN CANNON · RICHARD CRENNNA
GENE HACKMAN · CARROLL O'CONNOR · RACHEL ROBERTS
JANICE RULE · DIANA SANDS · CARA WILLIAMS

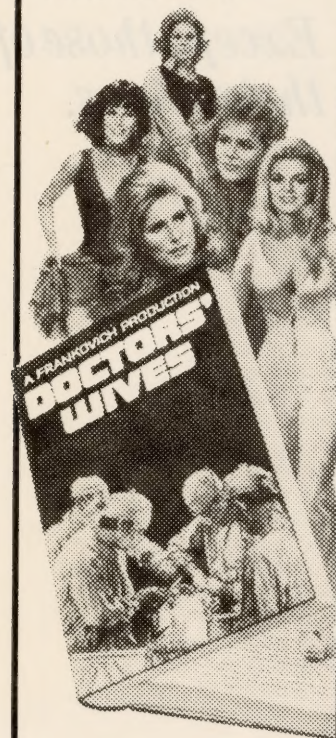
co-starring
RICHARD ANDERSON · RALPH BELLAMY · JOHN COLICOS · GEORGE GAYNES · MARIAN McCARGO
and ANTHONY COSTELLO · KRISTINA HOLLAND · Screenplay by DANIEL TARADASH from the novel by FRANK G. SLAUGHTER
Music by ELMER BERNSTEIN · Produced by M.J. FRANKOVICH · Directed by GEORGE SCHAEFER · COLOR · from Columbia Pictures



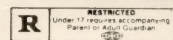
Ad No. 302—318 Lines
3 Cols. x 7 $\frac{5}{8}$ Inches

Also Available as
Ad 204—248 Lines
2 Cols. x 8 $\frac{7}{8}$ Inches

*Doctors'
Wives
have
everything.
Except
husbands.*



from Columbia Pictures COLOR



Ad No. 107—96 Lines
1 Col. x 6 $\frac{7}{8}$ Inches

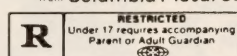
*Doctors know
everyone's
intimate secrets.
Except those
of their wives.*



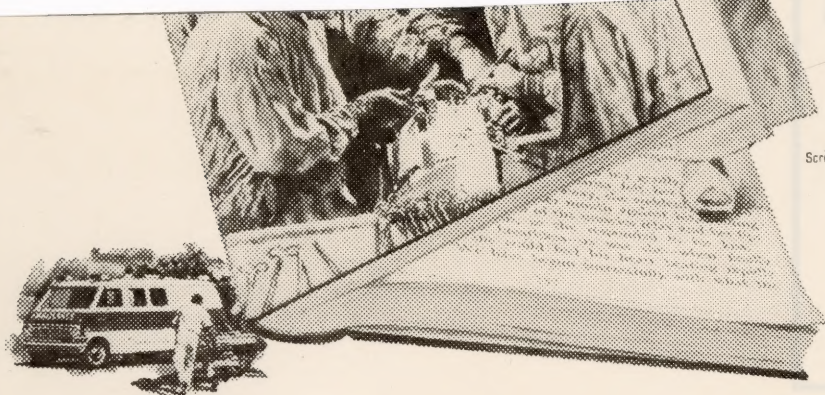
starring
DYAN CANNON · RICHARD CRENNNA
GENE HACKMAN
CARROLL O'CONNOR
RACHEL ROBERTS · JANICE RULE
DIANA SANDS · CARA WILLIAMS



co-starring
RICHARD ANDERSON · RALPH BELLAMY
JOHN COLICOS · GEORGE GAYNES
MARIAN McCARGO
and ANTHONY COSTELLO · KRISTINA HOLLAND
Screenplay by DANIEL TARADASH from the novel by FRANK G. SLAUGHTER
Music by ELMER BERNSTEIN · Produced by M.J. FRANKOVICH
Directed by GEORGE SCHAEFER · COLOR
from Columbia Pictures



Ad No. 403—448 Lines
4 Cols. x 8 Inches





Still No. 62

Mat 2A



Still No. 49

Mat 2B



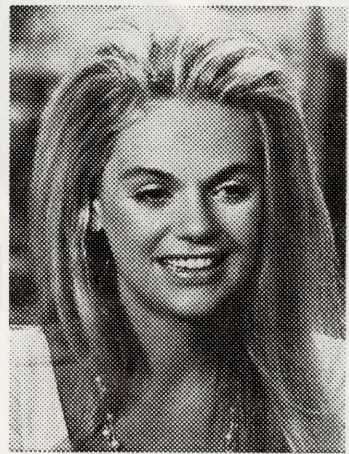
Still No. 26

Mat 1A



Still No. 23

Mat 1B



Still No. 2

Mat 1D



Still No. 14

Mat 1C

UTILITY MAT NO. 1

- Ad No. 101
- Ad No. 102
- Ad No. 103
- Ad No. 106
- Ad No. 107
- Ad No. 206
- Publicity 1-D
- Publicity 2-A

Running Time — 100 Minutes

Aspect Ration — 1:85

Accessories at National Screen

One Sheet

Three Sheet

Six Sheet

Theatrical Trailers—"R" version to be played with "R" and "X" rated films, and "G" version to be played with "G" and "GP" rated films.

Ad Mats

Scene Mats

Window Card

Insert Card

Hi-Rise Standee

Title Display

22 x 28

Eight 11 x 14's

40 x 60

24 x 60

24 x 82

30 x 40

Still Sets (Color, for Lobby — B/W, for Newspaper Planting)

Television Trailers — Set consists of two - 60 second announcements, two - 20 second announcement and one - 10 second announcement.

Radio Spots—Set consists of one-60 second announcement, one-30 second announcement and two-10 second announcements.

Order from Exploitation Department, Columbia Pictures, 711 5th Ave., New York, N.Y. 10022

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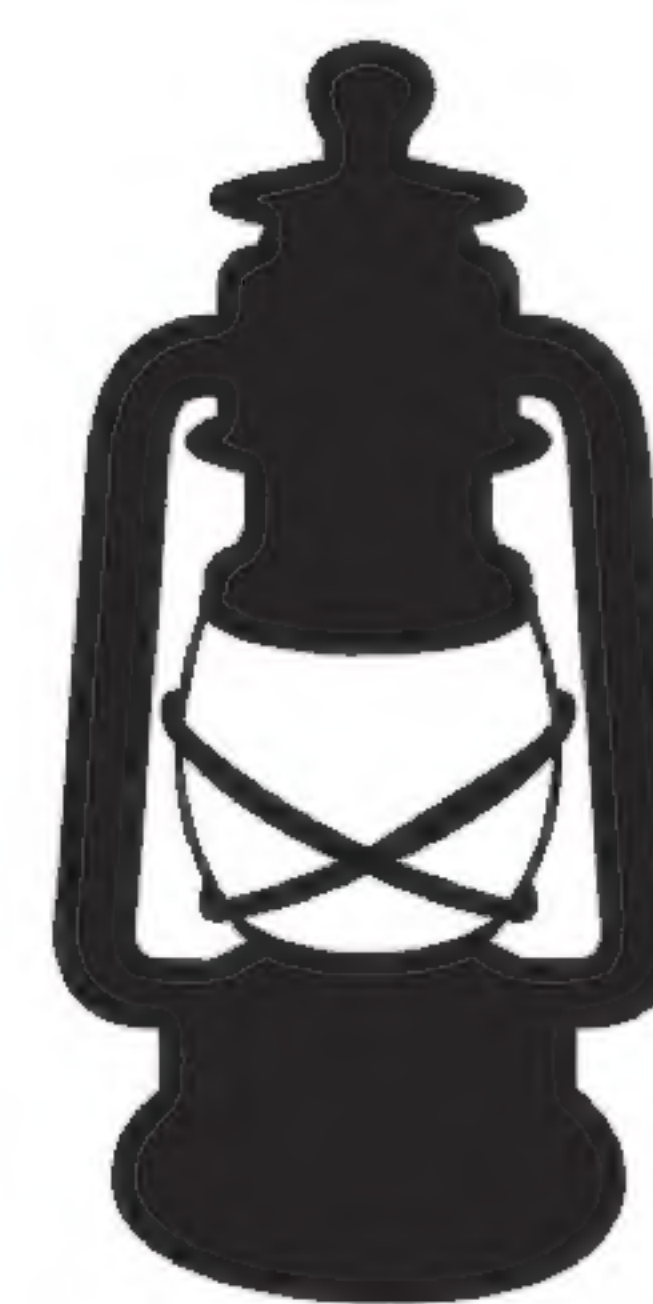


Wisconsin Center
for Film and Theater Research

<http://wcftr.commarts.wisc.edu>

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